

# BlueHornet and Salesforce.com Integration

Seamlessly improve the coordination and productivity of your sales and marketing teams

## Problem: Sales and Marketing Disconnect

In theory, sales and marketing efforts are coordinated activities. But in practice, there is an inherent disconnect between these two teams due to their choice of automation platforms. The sales team typically uses Salesforce.com because it's the leading platform for automating the lead generation process. Marketers, on the other hand, typically rely on an email marketing platform, as it remains one of the most cost effective tools available to drive demand for both B2B and B2C channels. For sales and marketing to work effectively together, there needs to be a seamless connection between the two platforms.

## Solution: Integrate Salesforce.com with your BlueHornet account to streamline communication

The integration between BlueHornet and Salesforce.com provides improved coordination between sales and marketing activities. Once integrated, Salesforce.com users will be able to view which email campaigns are sent to their prospects and customers and evaluate their lead and contacts' engagement levels with various email messages. In addition, marketing will be able to leverage the Salesforce.com campaign records and lead/contact attributes to improve message segmenting within the BlueHornet platform.

## Features Include:

- Fast and simple integration between Salesforce.com and BlueHornet; including out of the box mapping between the systems' standard fields.
- Automatic synchronization of standard/custom fields between systems.
- No loss of subscriber profile data when "leads" are converted to "contacts" within Salesforce.com.
- Ability to quickly configure and send messages to Salesforce.com campaigns directly from the BlueHornet platform.
- Ability to support lead nurture campaigns based on Salesforce.com data.

The screenshot displays the BlueHornet user interface. At the top, the navigation menu includes Dashboard, Messages, Subscribers, Segmentation, Strategy, Reports, Assets, Social, Administration, and Support. The main content area is titled "Salesforce Contact" and features a "Search Fields" section with "Contact Standard Fields" (Contact ID, Deleted, Last Name, First Name, Salutation, Full Name, Other Street, Other City, Other State/Province, Other Zip/Postal Code) and "Contact Custom Fields". A central panel highlights "Salesforce Segments" with options: "Create Salesforce Contact Query", "Create Salesforce Lead Query", "Add Salesforce Campaign", and "Manage Salesforce Segments". Below this, the "Manage Salesforce Segments" panel shows a table of segments with columns for "Salesforce Segment Name", "Type", "Count", and "Last Count Update".

Salesforce Segment Name	Type	Count	Last Count Update
AAA Campaign lead	Campaign	1	2011-04-06 01:02:20
AAAA Contact query test	Contact Query	1	2011-04-06 02:35:41
code_lead_date: is on 2011-04-06 : 1	Lead Query	1	2011-04-06 05:02:22
CodeScience Contacts	Contact Query	5	2011-03-30 09:29:13
CodeScience Leads	Lead Query	5	2011-03-30 09:29:54
CodeScience Leads & Contacts	Campaign	10	2011-03-31 22:41:06
Lead_contains_Patel	Lead Query	2	2011-03-31 07:11:30
Lead_contains_Patel123	Lead Query	2	2011-04-05 12:41:00

